

BUDGET ALWAYS NECESSARY SAYS TELEPHONE MAN

F. M. Craft, Engineer of Bell System, Speaks to Taylor Society on Estimates.

F. M. Craft, chief engineer of the Southern Bell Telephone Company, Atlanta, addressed the local section of the Taylor Society in room 103 Bingham Hall last night. Mr. Craft's talk was on the "Budget Plan of the Bell System."

He spoke of the development of budgeting activities of the telephone company, not only from the standpoint of construction but also of its ability to earn on investment.

Mr. Craft stated that "The Budget Plan of the Bell System Companies is known within this organization as the provisional estimate, and is based on a broad forecast for five years ahead. Each Bell company prepares such an estimate in the fall of each year as a basis for the programming of all phases of its business activities in line with the objectives of its management. The facts brought together in the provisional estimate are intended to show when and why certain things should be done, and what may be expected, particularly in business development, capital costs, revenues, expenses, and net return as the result of the action proposed."

In preparing this estimate, management policies and objectives are stated and discussed within the department in order to determine the trends of growth. Among the things considered are growth of cities and communities, increase in population, prospective use of telephone facilities, labor supply and costs relating to traffic operating expenses, and the type of plant best adapted to the territory.

"Planning for the future is continuously in progress in the Bell System," continued Mr. Craft, "and the provisional estimate represents an annual summary as a definite guide in the programming of activities. Throughout the year requirements are constantly being revised in light of existing facilities, and the ground work for future construction programs is being laid."

"The Budget Plan used by the Bell Companies provides a fund of information for those who administer the business, and enables them to have a full knowledge of what is involved in their responsibility for furnishing adequate and efficient telephone service for the future, and to determine whether their policies and programs as proposed can be executed or whether they should be revised, modified, or discarded. They must satisfy themselves, moreover, that the program will yield a proper and reasonable amount of net earnings on the investment required; otherwise, the program, no matter how splendidly planned, must fail, for investors will not support."

A. B. Seniors

All seniors in the College of Liberal Arts whose last name begins with E, F, G, or H, must report today to Dean Hobbs' office, 203 South, between 9 a. m. and 5 p. m. to make application for a degree.

FEW TICKETS ARE LEFT FOR CONCERT

Dr. Harold S. Dyer wishes to announce that applications for tickets to the organ recital that were not accompanied by a stamped, addressed envelope will not be mailed out. This applies to everybody including students and townspeople, with the exception of faculty members, whose mail is sent out through the inter-office mail. Applications for tickets to Friday's performance will have to be claimed by Friday noon, and tickets for the recital on Saturday or Sunday must be claimed by Saturday noon. Tickets that are not claimed will be placed in circulation.

Tickets have been going out at the rate of 100 a day, and all applications should be in by tomorrow night. Dr. Dyer states emphatically that persons who make, or have made, reservations by telephone, will have to claim them at the music building. He also wishes to warn people against planning to attend without tickets, as there are very few tickets left now.

Mr. Edward Eigenschenk, dedication organist, has arrived in Chapel Hill, and is the guest of Professor Nelson O. Kennedy, of the music department. The voices are expected to be through with the organ by Thursday, and Eigenschenk will practice as soon as they are finished. He has pronounced the acoustics of the hall perfect, and said that the fact that the performer and audience are on one main floor is beneficial to both.

AMERICAN BOOK MARKET NOW IS MUCH UNDERSOLD

Couch of University Press Says Fault Is With Educators.

"Until educators are better educated, until they show a more lively and genuine interest in books, until they realize the plain and simple function of books as practically indispensable intellectual food, it is doubtful whether the general public interests and appreciation will increase," is the opinion of W. T. Couch, assistant director of the University of North Carolina Press, who has contributed an article to the *Publisher's Weekly* entitled "A Proposal to Educate Our Educators."

Mr. Couch takes issue with certain statements made in a previous article by R. L. Duffus, in which the latter asserts that books are relatively unimportant in American life and that the publishers and booksellers are primarily responsible for this condition.

"I have to agree entirely with Mr. Duffus that books are relatively unimportant in this country, that we are grossly undersold, . . . in the commodity of solid reading matter, but I cannot agree with Mr. Duffus as to the responsibility for this condition," Mr. Couch writes.

"There are four large groups in this country which are immediately concerned with the promotion of reading and trading in books. These groups are teachers, the librarians, the booksellers, the publishers. Of the four, two do not have to depend on business enterprise and acumen for their existence—the teachers and librarians are generally supported by public funds and private endowments. The

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TWO TOWNS LEAD IN CONTRIBUTIONS TO ALUMNI FUND

Grisette Announces Number of Subscriptions In 1930 Alumni Drive.

Alumni representing a wide area are subscribing to the Alumni Loyalty Fund, according to information obtained yesterday from the office of Felix A. Grisette, director of the fund. Although the campaign for 1930 contributions to the fund has hardly gotten under way, contributions have already come from alumni residing in sixty-nine different counties in North Carolina, in twenty-two states other than North Carolina, and in eight foreign countries.

Chapel Hill and Greensboro are in a race for the lead in the number of subscriptions, with the former ahead by a scant margin of three. So far eighty-five Chapel Hill alumni have sent in contributions, and eighty-two have been received from Greensboro. When High Point's contributions are added to the Greensboro total, it gives Guilford county a substantial lead.

Charlotte and Mecklenburg county rank third in the number of contributions with Wake, New Hanover, Buncombe, and Forsyth following in close order.

The states represented in the contributions include Alabama, Arizona, Arkansas, California, Connecticut, District of Columbia, Florida, Georgia, Illinois, Indiana, Kentucky, Maryland, Michigan, Missouri, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas and Virginia.

Commerce Fraternity Moves To New Abode

The Alpha Tau chapter of Alpha Kappa Psi has moved into its new quarters over the Orange Hardware shop on the main street. This place was formerly occupied by the Kappa Sigma fraternity.

Alpha Kappa Psi is a professional commerce fraternity made up of outstanding sophomores and juniors registered in the school of commerce. There are twelve active members. Professor Robert Sherrill is the advisor of the organization, and Dean Carroll, Dr. Murchison, and Professor E. E. Peacock are the faculty members.

Heretofore the fraternity has been handicapped by not having their own rooms, and have been meeting in rooms in Bingham hall.

CRANE WILL PRESENT EFFECTS OF HEREDITY

Dr. Harry W. Crane, of the department of psychology and director of the bureau of mental health and hygiene of the state board of charities and public welfare, will talk on "Heredity in Relation to Retardation" at a meeting of the Edgecombe-Nash medical society, tonight. This meeting is in the form of a symposium on retardation of children in public schools and is in cooperation with the parent-teacher association and the school officials from the two counties.

Howe Will Go To Salem

Dr. George Howe, professor of the Latin department, will deliver a lecture on Virgil this morning to the students of Salem College in Winston-Salem.

FARRIS CAUTIONS STUDENTS TO LAY STRESS ON STUDY

Former Student Union President Speaks to Freshman Friendship Council.

Ray Farris, former president on the student union, gave a very impressive talk to the members of the freshman friendship council Monday night. Farris chose for his subject "College Life and What It Is All About."

Farris lauded the Phi Beta Kappa's and urged that students try to reach that goal. He declared that in college, students should make studies primary and athletics and other extra-curricular activities should come second. "Let each fellow try to find a proper ratio between studies and activities and then stick to what ever he starts."

He stated that a fellow's conduct while a student here is, contrary to the belief of some, vital to the individual and to the student body. He counselled first year men to guard against the breaking down of some of their ideals and morals. He also pointed out that they would see a great many changes in life after they had been here for four years and that many of their beliefs would be changed. He advised that a code of morals and ethics be adopted by the individual and for that individual to stick to his ideas even if everyone else is against him.

Farris lauded the work of the friendship council and urged that a keener appreciation of friendships be regarded on this campus.

Legion Expresses A Vote of Thanks

The Chapel Hill Post of the American Legion wishes to express its great appreciation of the fine way in which the students of the University and the people of Chapel Hill cooperated in making the benefit movie held on Sunday a financial success. The proceeds from the show, \$155.55, will be spent in aiding the needy families of Chapel Hill.

GREENE WILL PRESENT ACTIVITY TALK ON RADIO

Red Greene, president of student union, has announced that the time of the first of the fifteen minute radio talks to be given by Carolina students over station WPTF, Raleigh, has been changed from 5:15 to 5:30, due to a shift in an orchestra program of the National Broadcasting company over the same station.

The talks which are to take place every Wednesday afternoon are for the purpose of letting the people in the state know what Carolina students do besides attend classes and go to football games, and leave on week-ends. This afternoon President Greene will present a general summary of all activities on the campus and a short survey of each. Each program will be given over to a single activity, such as publications, the "Y", Glee Club and Playmakers.

The Epsilon Beta chapter of the Chi Omega sorority will entertain at a tea to be given tomorrow at the sorority house, 227 Franklin St. The tea has been arranged in honor of the patronesses, and especially in honor of Mrs. L. C. MacKinney.

Playmakers Will Repeat Two Plays Given Last Week

The Carolina Playmakers will present a special performance of *Git Up and Bar the Door* and *Cloey* for the delegates to the Association of governing boards of State Universities tomorrow night at the Playmakers Theatre.

Since there were many persons who because of lack of accommodation were unable to see these plays when presented last Thursday, Friday, and Saturday evenings, the Playmaker management has decided to open this performance to the public for a small admission charge. The Playmakers Theatre seats approximately 350 and although three performances were given before capacity audiences, many students, faculty, and townspeople were turned away unable to procure reservations. Many requests have come in for another performance of these two plays and it is hoped that those who have not been able to previously obtain admission will take advantage of this opportunity.

Tickets will be on sale the evening of the presentation at the box office of the theatre. The plays will begin at 8:30 o'clock.

Kiwanians To Be Hosts To Local Legion Officials

Officers of the Chapel Hill Post of the American Legion have been invited to be guests at the meeting of the Kiwanis Club tonight at the Baptist church when Major L. P. McLendon of Durham will give a talk on Armistice Day.

UNIVERSITY WELL REPRESENTED IN 'WHO'S WHO' LIST

Research Reveals Interesting Facts Concerning Number of Prominent College Graduates.

Donald B. Prentice and B. W. Kenkel, professors at Lafayette College, have gathered many interesting and perhaps valuable statistics from *Who's Who in America* in regard to the college graduates who have won places in this book. The results of their researches are shown in an article, "The Colleges' Contributions to Intellectual Leadership," which appeared in the November 1 issue of *School and Society*. In the 1928-29 edition of *Who's Who* there are biographies of 28,805 men and women, of whom 16,433 have received the bachelor's degree from American institutions. Five hundred and six different colleges and universities are represented.

The main fact of interest to Carolinians is that there are 94 graduates of the University of North Carolina whose biographies appear in *Who's Who*. This is a larger number than any other southern college or university can boast of. In the South, Carolina is followed by Virginia with eighty-five, Georgia, eighty-two, Vanderbilt, seventy-one, Texas, sixty-nine, Washington and Lee, sixty-six, and Alabama, sixty-one. In this state Wake Forest has fifty-six graduates listed, Davidson, fifty, Trinity twenty-seven, and N. C. State less than twenty. Harvard and Yale lead the field by a large majority. Harvard has 1,374 graduates listed, and Yale has 937, the two together contributing one-seventh of the total number of graduates listed.

WORLD COURT AID TO FUTURE PEACE SAYS HENDERSON

Distinguished Professor Stresses National Unity in Armistice Day Address.

Dr. Archibald Henderson, head of the mathematics department, delivered the annual Armistice Day address in Gerrard hall yesterday morning at chapel period.

Dr. Henderson stated that he wished everyone to think with him of the new spirit abroad today. "Of course," he said, "it did not take the Great Catastrophe to start thinking toward this goal, but it certainly strengthened this spirit in the fact that, for the first time in recorded history, all people are striving to see the light and moving toward world peace."

For an example the speaker took the feeling that has existed between Europe and the United States in their international relations with one another since America gained its independence in the latter part of the eighteenth century. "Since the Canadian border has been definitely set without any bloodshed whatsoever, what better could represent the placid and peaceful nature of the United States toward foreign nations?" Dr. Henderson asked.

In discussing the various conferences that have taken place between the different countries of the world and the resulting peace pacts, the League of Nations and the World Court, Professor Henderson stated that all have played their part in forwarding a general united feeling toward world peace, both politically and judicially. "Although our country has not as yet joined the World Court, in all probability it will do so shortly. In this lies the strength of some future presidential aspirant who may foster such an important measure," he said.

Dr. Henderson in conclusion brought out the factors which must be adopted by this country before it will be able to enjoy definite and permanent world peace. These were the united public opinion toward this spirit, the entering into the World Court and into the League of Nations, a gradual disarmament by agreement, and the building up of a feeling of security. "Loyal to all high ideals, we must live as nobly as our former patriots died," were the speaker's closing words.

The program was augmented by a medley of patriotic tunes popular during the World War which were played by the string orchestra. The singing of the National Anthem and the National Hymn by the audience was led by Harold S. Dyer, the reading of the roll call of the University's dead by Dr. A. W. Hobbs, the reading of the roll call of the dead of the Chapel Hill Post of the American Legion by Post-Commander Paul Robertson, and the rendering of "Taps" by Mr. George Lawrence.

Free Picture

There will be a motion-picture tonight at 7:30 in the main lecture room in Venable hall. Five reels will be shown, of which two are concerned with copper and three with "Silica Gel." The public is cordially invited.